**Intro**

The purpose of this document is to set out the broad data structures and outcomes that underline each step of the marketing project. There are accompanying documents that set out in more detail how each data set will be constructed. This document outlines each phase of the marketing process and the corresponding outcomes.

**Marketing Phases**

Phase 1: First Call/Pitch – Conceptually the first call and the pitch are different. The first call is the call that is made to the relevant decision maker once the identity of that individual has been given to the marketing team by whoever at the factory is contacted initially. The First Call is made to the relevant decision maker in an attempt to give the marketing pitch.

The Pitch call, is the call that is made to relevant decision maker in order to make the sales pitch.

Of course, in reality the first call and the pitch call may in fact occur in the same phone call. This is not problematic in any way at all, but it helps to keep the notion of the calls separate as the first call could be made, but the pitch might never be given (if for example the person is not interested, or the factory is a light knit factory).

The purpose of the first call/pitch is to get the factory to agree to receive marketing materials by post, and agree to a follow up call.

Phase 2: First Follow Up Call – the first follow up call is made conditional upon agreement in Phase 1 such that the marketing materials are sent to the factory.

The purpose of the follow up call is to discuss the possibility of someone from the factory joining the “free module” in order to evaluate the training.

Phase 3: Second Follow Up Call – the second follow up is made conditional on someone from the factory agreeing to attend the free module in order to further evaluate the program.

The purpose of the second follow up call is gauge their response to the free module (or their reasons for non-attendance) and to determine if they are interested in potentially discussing the purchase of further modules. [This may involve a face-to-face meeting – TBC]

[Phase 4: Face to Face Meeting – TBC]

**Data Sets**

Five data sets will be generated by the operation phase of the project, and these will later be harmonized into one data set for the purposes of analysis. These sets are as follows:

Set 1: Data generated by Phase I

Set 2: Data generated by Phase II

Set 3: Data generated by Phase III

Set 4: Data generated by Phase IV

Set 5: Data generated by attendance of free module, and purchase of additional modules

**Outcomes**

Information about each interaction in every phase of the project will be recorded (see the accompanying documents for information). Aside from the variables relating to the interactions themselves each data set can be thought of as having its own set of “outcome variables” which are the natural product of the procedural outcomes that will be reached at each phase of the project. These are as follows:

Set 1 Outcomes: 1. The pitch is made/the pitch is not made. If it is not made, then the reasons for being unable to make the pitch are recorded.

2. The factory agrees to receive more information/ the factory does not agree to receive more information. If they do not agree then the reasons for this are recorded.

Set 2 Outcomes: The factory agrees to send someone to the free module/ the factory does not agree to send someone to the free module. If they do not agree then the reasons for this are recorded.

**NB** – no face-to-face will be arranged until sufficient interest is shown by the factory in order to prevent wasted time. Sufficient interest is defined by attending the free module, or at least coming to CFTM to meet the marketing team.

Set 3 Outcomes: The factory is interested in purchasing further modules / the factory is not interested in purchasing further modules. If they require a face-to-face then this is coded as being interested. If they are not interested then the reasons for this are recorded.

Set 4 Outcomes: TBC

Set 5 Outcomes: 1. Attendance at the free module

2. Purchase of further modules